

## **Developing a Competitive Advantage Strategy**

Your task is to determine the competitive advantages in similar business in an industry. Then identify how they demonstrate the competitive advantage to consumers.

### **Instructions**

#### **1.) Identify 3 similar businesses in an industry. (3 points)**

- Provide a summary of Who, What and How for each business.

#### **2.) Perform a Comparative Analysis using a quantitative or qualitative approach. (3 points)**

- 6 Factors of Competitive Advantage
- Add 3 other Factors of your own to compare.

#### **3.) Analyze where each Company has the competitive advantage. Then discuss the following: (6 points)**

- What is the competitive strategy you feel that each company is trying use?
- How are they executing the strategy? Provide real examples (Use links, images, experiences, videos, etc..) to support the Tactic being used to implement the strategy.